



Kids Involuntarily Inhaling Secondhand Smoke (KIISS) Shared Learning Conversation February 7, 2006

(Reporting period: July 26, 2005 February 7, 2006)

OUTCOMES:

- *Children throughout Placer County are not exposed to secondhand smoke.*
- *Agencies serving children prenatal through five and their families trained by KIISS are spreading the secondhand smoke message independently of KIISS.*
 1. Currently training: Sutter Roseville & Sutter Auburn Hospitals, Placer County Child Abuse & Prevention Council, Head Start
 2. Able to train by April 1, 2006: WIC, Kaiser, Chana & Adalante High Schools.
 3. Able to train by December 31, 2006: Placer County Tobacco Coalition, Kaiser, Tahoe Health & Human Services, MIC

PERFORMANCE MEASURES:

- *Demographics broken down by age, gender, ethnicity, and when materials were received—tabulated from questionnaires.*
 1. Attachment A: Ethnic, age, and gender demographics from WIC/Adalante/Chana trainings
- *Number of collaborative projects and resulting activities.*
 1. Sutter Roseville: New baby classes, 200 students per month
 2. Sutter Auburn: New baby classes, 25 students per month
 3. Placer County Tobacco Coalition, varies
- *Number of events where exhibits are provided including physical location and type of event.*
 1. Babies R Us, Roseville
 2. Children's Health and Safety Fair, Loomis
 3. Eggplant Festival, Loomis

4. Lincoln Health and Wellness Fair, Lincoln
5. Galleria Outcome Fair, Roseville
- *Number of stories on secondhand smoke and children's exposure*
 1. KIISS Newsletter
 2. Press Tribune meeting on learning article
- *Personal Testimonials from parents or caregivers*
 1. Presentation to WIC led to woman's brother quitting (Attachment B).
 2. Woman informed and acting on information (Attachment B).
 3. Nicole of Auburn Family Resource Center (Attachment B).
 4. Overburdened Grandmother (Attachment B).
 5. Personal experience (Attachment B).
 6. Other: Survey follow-ups, etc.
 - Attachment C: Quantitative and qualitative data from WIC surveys
 - Attachment D: WIC participant reported changes in indoor smoking rates
- *Number of trainings performed broken down by type of group and number of participants*
 1. WIC: 12 (70 participants, plus spouses and parents; 102 children served)
 2. Head Start: 30+ participants
 3. Day Care: 5 visits
- *Number of agencies sustaining the message independent of KIISS along with tracking progress on trainings given independently*
 1. Attachment E: Agencies distributing KIISS message and materials
- *Qualitative self assessment of program activities – "lessons learned" along with follow-up activities*
 1. For some pregnant mothers, they need something stronger than training. They resist training.
 2. Hospitals (for example Sutter Roseville, Chana) can still fall out of system due to employee turnover.
- *Amount of materials distributed to major collaborators*
 1. 2315 Home & Car Pamphlets since July 26, 2005
 - a. 900 pamphlets/decals to Sutter (Roseville)
 - b. 325 pamphlets to Sutter Auburn

- c. 150 pamphlets to doctor's offices
- d. 130 pamphlets to Placer County daycares
- e. 200 (est.) pamphlets mailed resulting from website requests
- f. 150 (est.) to various community groups
- g. 200 pamphlets distributed at health fairs
- h. 95 pamphlets to Head Start
- i. 165 pamphlets to WIC

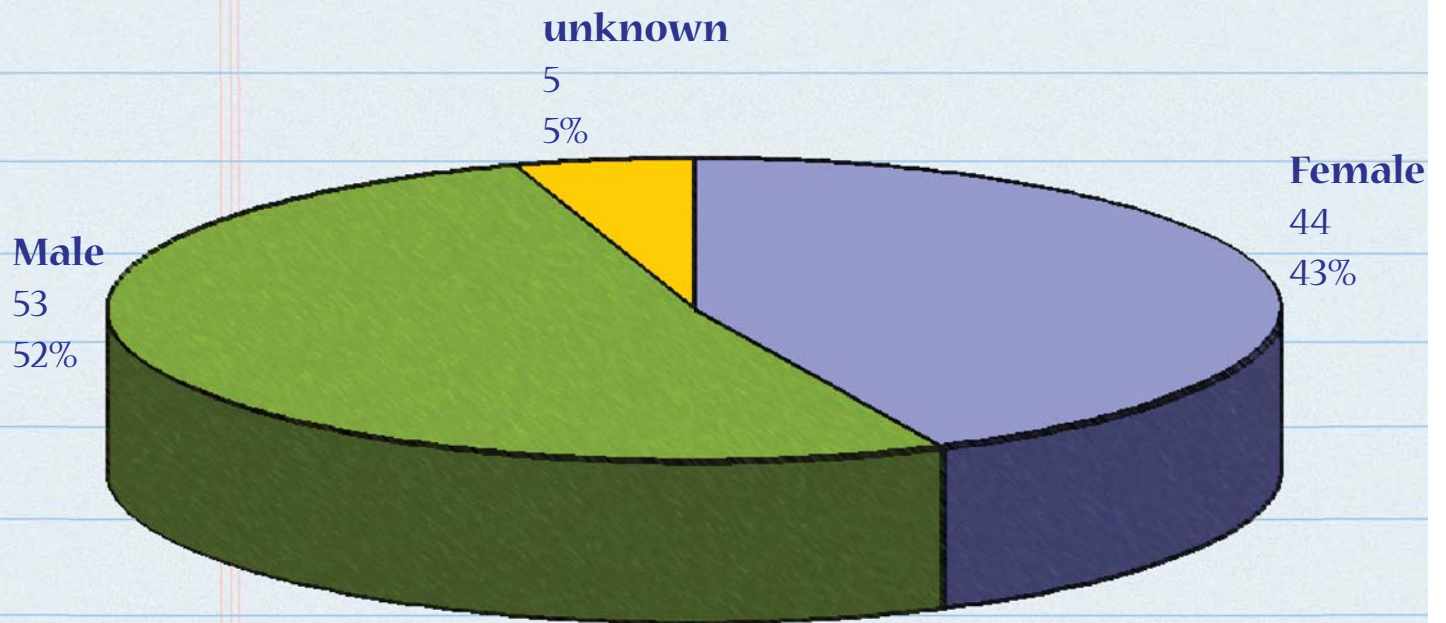
Demographics

Served by KIISS July 26, 2005-February 7, 2006

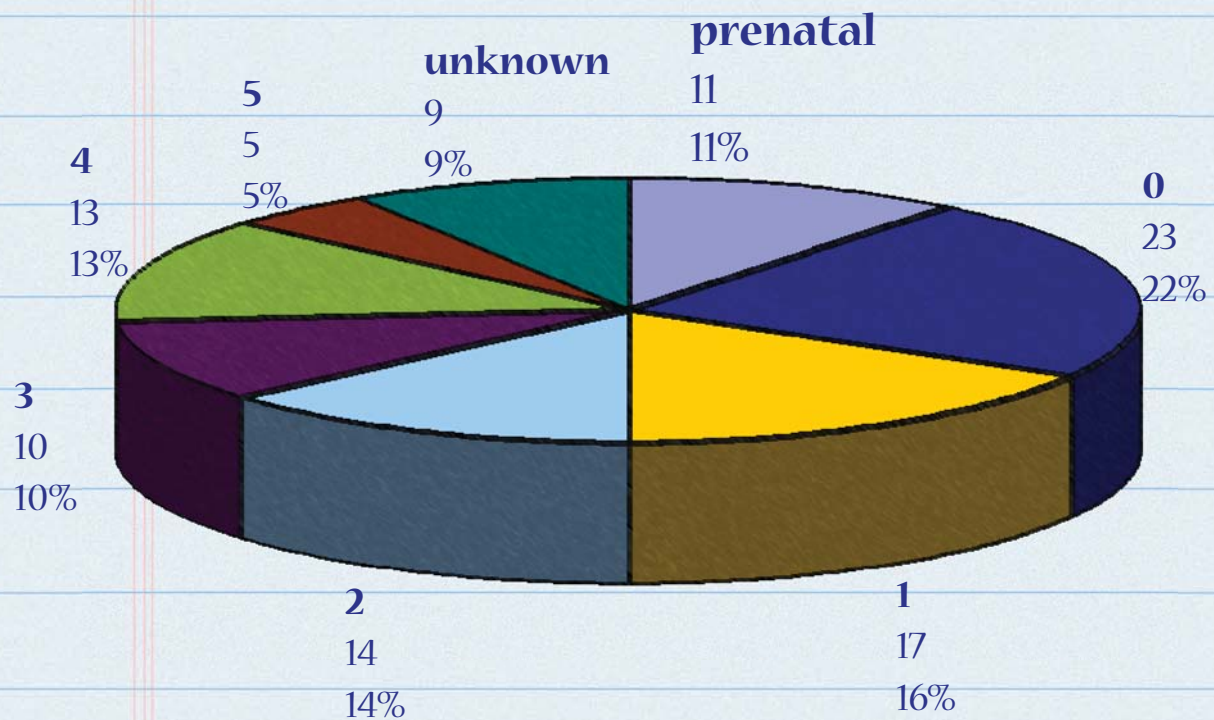
Sex	Number	Zip Codes	Number
female	44	95602	2
male	53	95610	1
unknown	5	95621	3
		95648	2
Ethnicity	Number	95650	7
African-	9	95658	1
American		95661	15
Asian	7	95662	1
Caucasian	48	95673	2
Hispanic	17	95677	12
Native American/ Pacific Islander	3	95678	23
Other	17	95746	1
unknown	1	95747	9
		95765	9
Age	Number	95838	2
prenatal	11	95843	3
0	23	unknown	9
1	17		
2	14		
3	10		
4	13		
5	5		
unknown	9		

Demographics

Sex of KIISS Presentation Participants

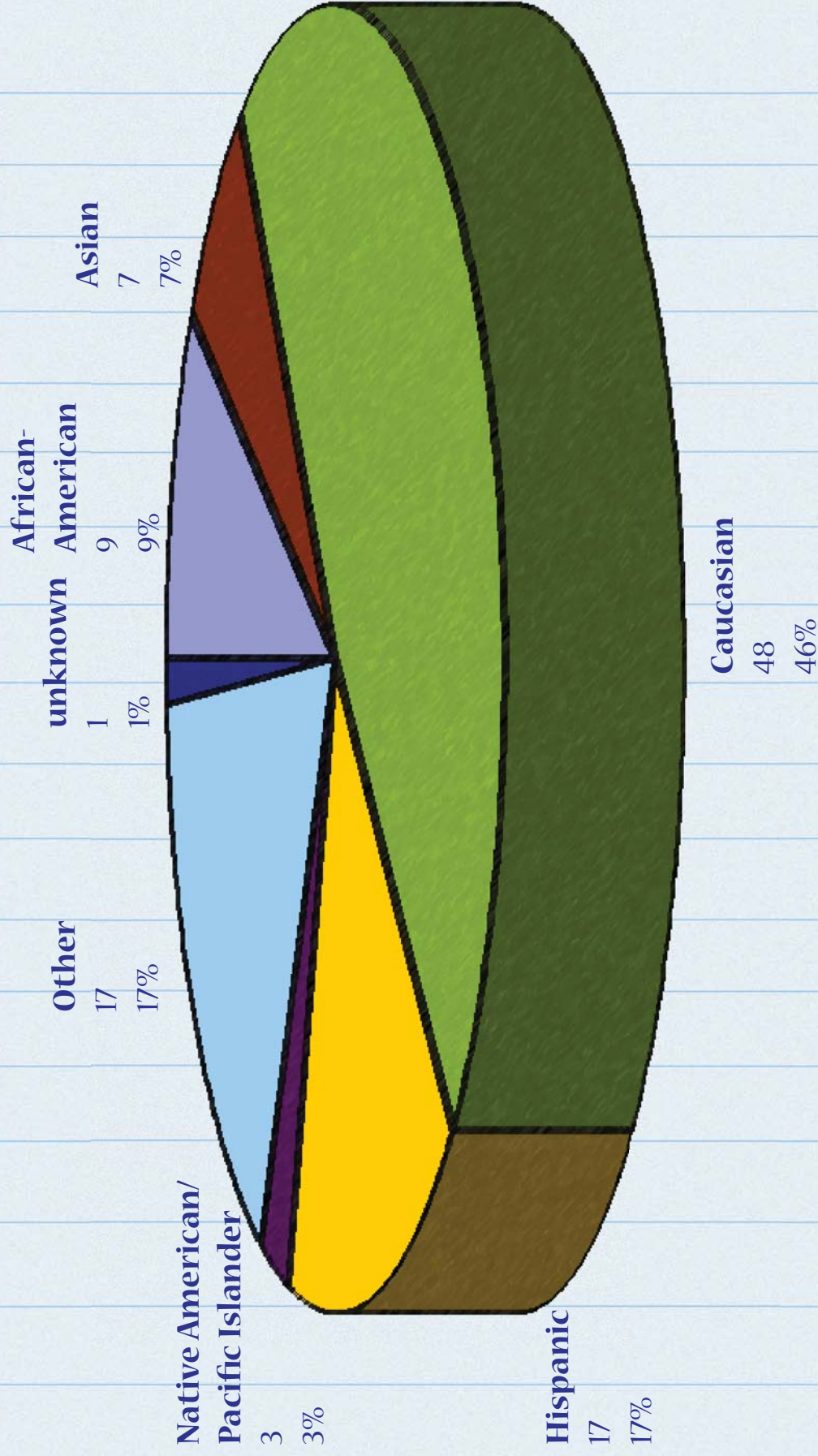


Age of KIISS Presentation participants



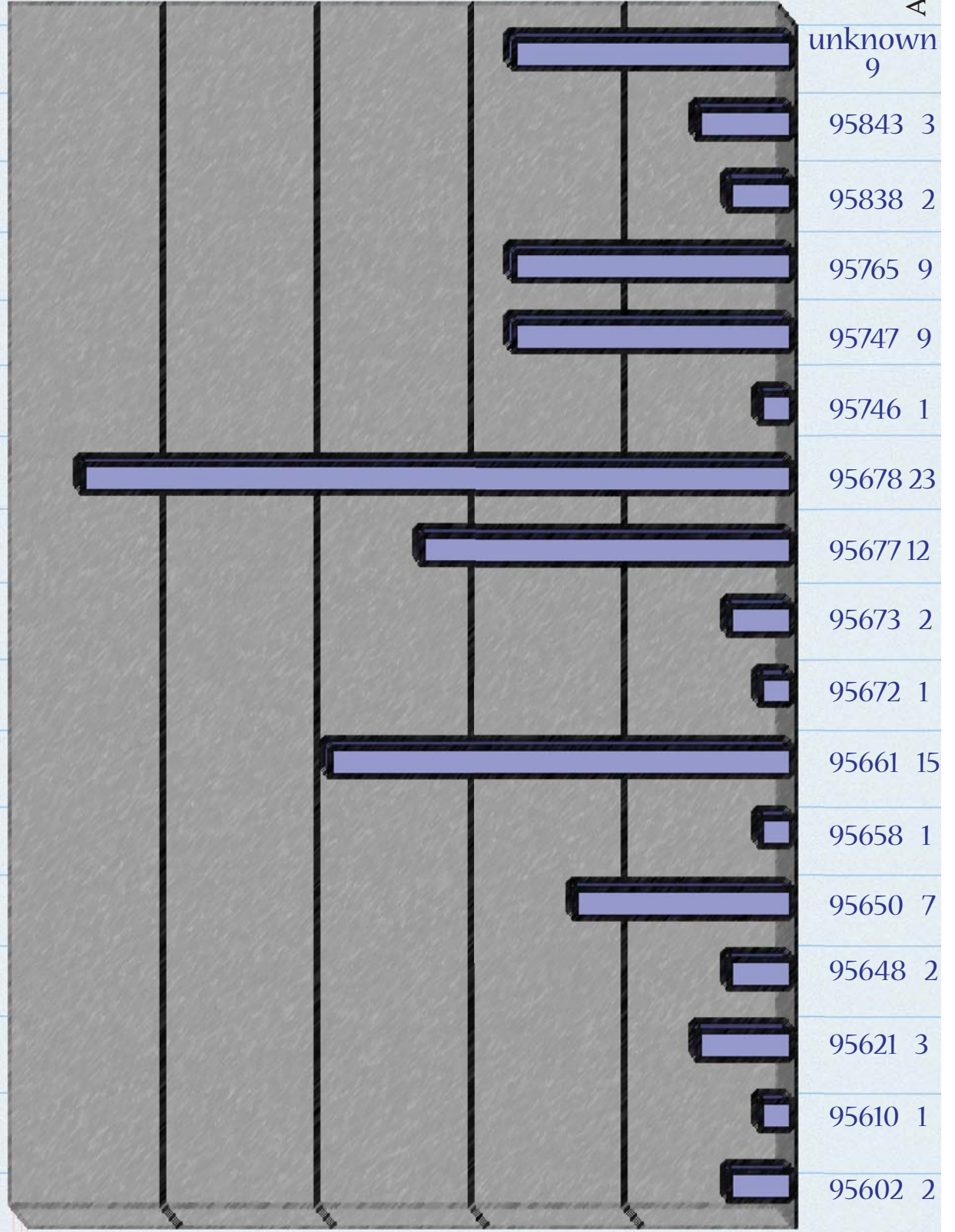
Demographics

Ethnicity of KIIS Presentation Participants



Demographics

Zip Codes of KIISS Presentation Participants



**Kids Involuntarily Inhaling Secondhand Smoke
Outcome Anecdote Form**

Outcomes:

- Children throughout Placer County are not exposed to secondhand smoke.
- Agencies serving children prenatal through five and their families trained by KIISS are spreading the secondhand smoke message independently of KIISS.

Anecdote that addresses outcomes:

One of the participants asked about how to get a loved one to stop smoking, after the presentation we talked a little and I directed her to our website. I heard from her later (on the survey she returned) that she had managed to get her brother to quit smoking.

November 7, 2005

First 5 - Placer (Version 02-08-05)

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Anecdote that addresses outcomes:

January 11, 2005

Mother with husband who smokes attended our WIC class with her toddler. She said she already has our decals on her home and car and even makes her husband change his shirt after smoking before he holds the baby.

First 5 - Placer (Version 02-08-05)

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Anecdote that addresses outcomes:

January 19, 2006
Nicole of Auburn Family Resource Center called to get county help for mother of infant. The infant has asthma and the doctor says the second hand smoke from the mom is causing it.

First 5 – Placer (Version 02-08-05)

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Anecdote that addresses outcomes:

January 25 → WRC Roseville training
A grandmother who had adopted her troubled daughter's four children was in my class. As I went over the physical illnesses caused by SHS, she realized aloud that her grandchildren exhibited these problems (e.g. ear infections). She said they were constantly exposed to SHS by relatives. I went over ways to decrease exposure. I'm hopeful she will address the issue. She was very upset.

First 5 – Placer (Version 02-08-05)

**Kids Involuntarily Inhaling Secondhand Smoke
Outcome Anecdote Form**

Outcomes:

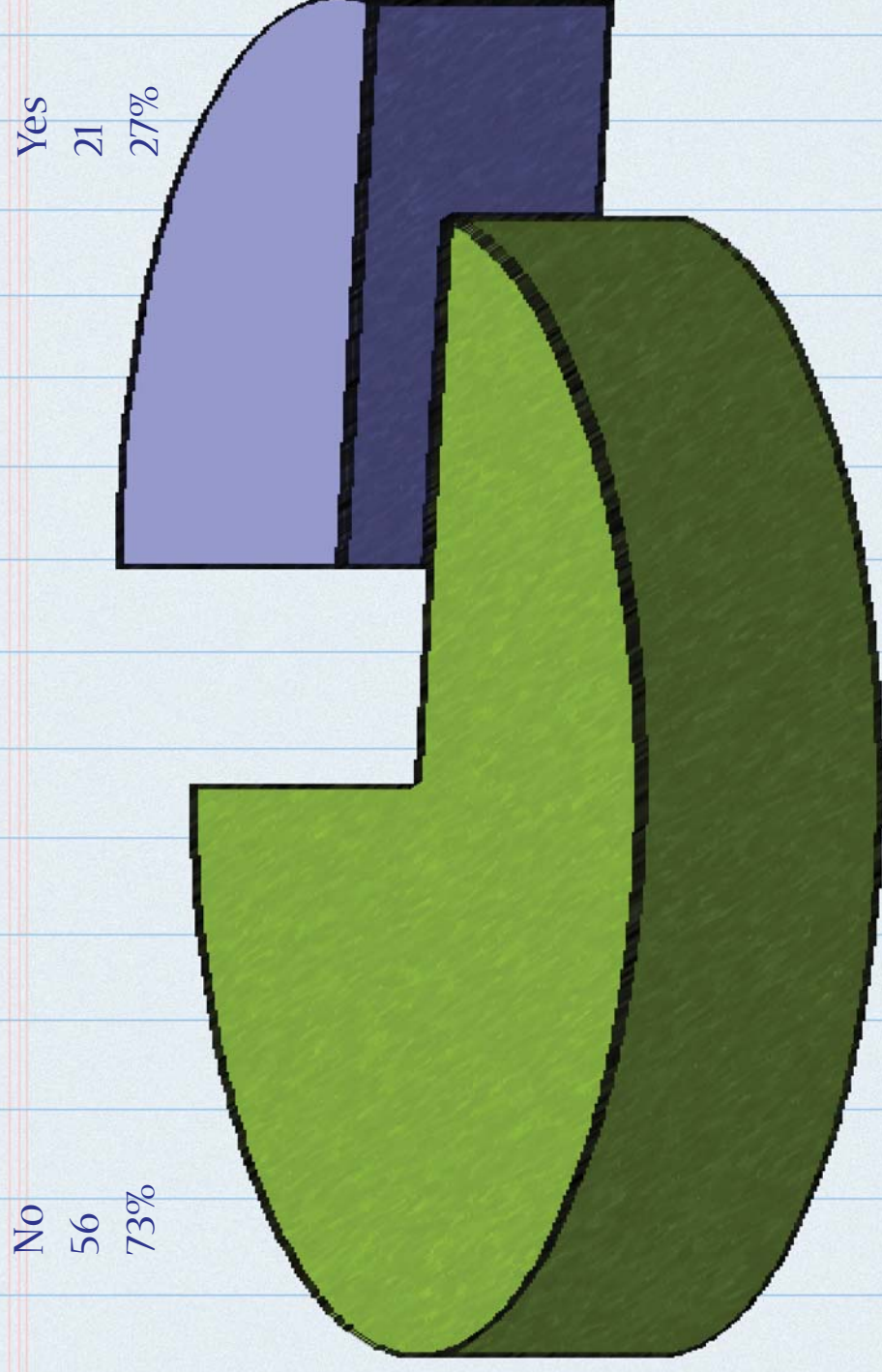
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Anecdote that addresses outcomes:

My husband told his hairdresser (who is still nursing) the things he had learned from me about children and secondhand smoke. She quit smoking, and has been smoke-free for a few weeks now. She had known the danger to her and accepted it, but was unwilling to accept the dangers her habit posed to her child.

February 2, 2006

Number of Respondents Reporting that a Smoker Lives in the Home



Q5. After listening to the KIISS presentation did you or members of your household make any changes to protect your children from secondhand smoke exposure?

We moved farther away from the house and I seriously want to quit.

My boyfriend doesn't smoke around me any more.

Change clothes quit.

My fiance is taking the patch every day to quit smoking.

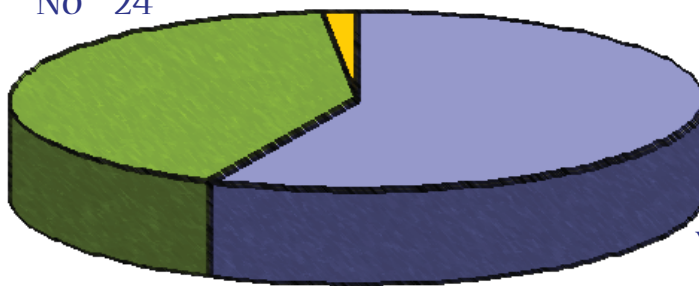
Quit smoking around daughter.

Ask people not to smoke in the car with my child (when he's with someone else).

No more in the garage because it comes into the house.

No 24

N/A 1



Yes 33

Put stickers in window, told grandma not to smoke when visiting.

My brother quit smoking.

We stressed the rules to family members.

I told my boyfriend to tell his family not to have our baby near them when they're smoking.

NO LONGER SMOKE IN THE CAR.

I am trying to quit smoking.

Husband smokes at work. When he comes home he puts his clothes in the washer right away and showers before he comes near our daughter.

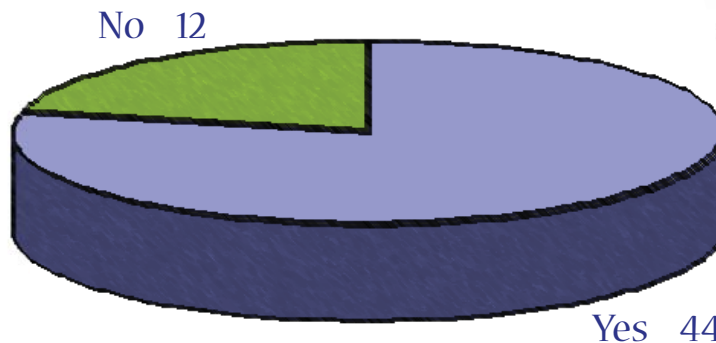
Q6. Did you learn any new information during KIISS' presentation?

I didn't know all the poisons in cigarettes, exactly how bad it is.

I learned that it is not good to have your baby around smokers.

The info given on second-hand smoke. Scary!

Dangers of smoke around babies.



THE INCREASE OF ILLNESS TO CHILDREN EXPOSED TO SECONDHAND SMOKE.

The percentage of sick kids and the dangers to health are so high.

That secondhand smoke causes asthma in children.

How bad it is for children.

I DIDN'T KNOW THAT SECOND-HAND SMOKE IS AS DANGEROUS AS IT IS.

I learned that smoking is a big danger to my children's health.

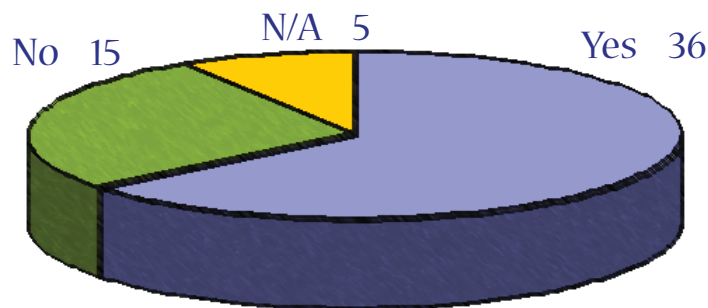
Q7. Did that information cause you or someone in your home to think differently about how you dealt with secondhand smoke issues?

**No more smoking
in the car whether
the baby is present
or not.**

Even though I
don't smoke I
definitely will
be more aware
of others near
my children.

I am more
cautious and
take it more
serious than
before, for the
safety of my
children.

I've been
telling all
my friends
and family
with or with-
out kids that
smoke how
it harms our
kids.



**MY
BOYFRIEND
DOESN'T
SMOKE
NEAR ME
ANYMORE.**

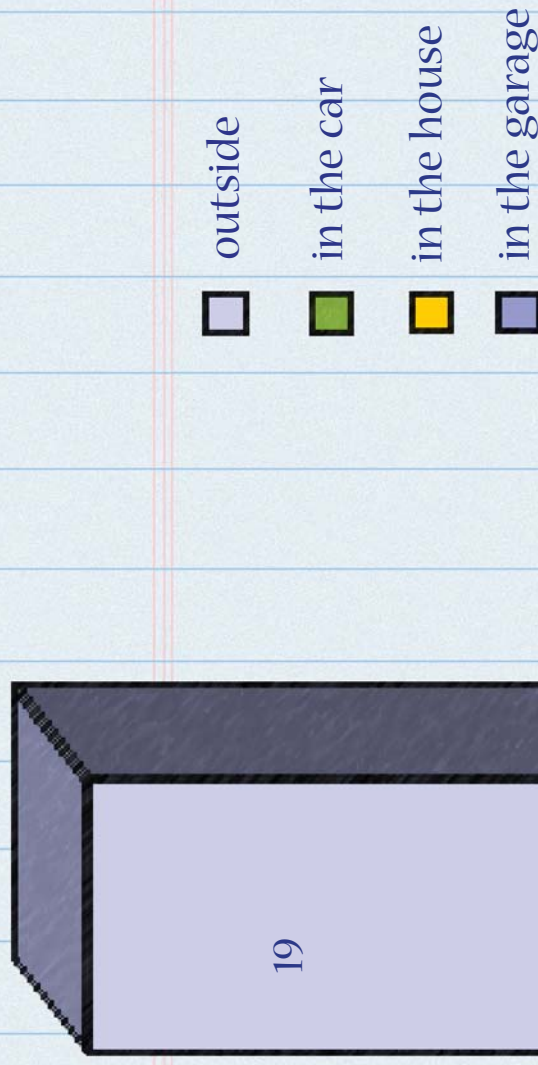
Don't smoke
around people
who don't
smoke.

I quit - "occasional
smoker" - I decided
to quit altogether.

My 10 year
old son
was with
me and he
received
more ammo
against
smoking.

Only smoke outside away
from doors or windows to
the home.

Smoking and quitting numbers in each part of home/car before and after presentation



Number smoking in each area prior to listening to the presentation

Number quitting in each area after listening to the presentation

Agencies Sustaining the Message Independently

Head Start

Sutter Roseville

Sutter Auburn

Placer County Child Abuse and Prevention Council

Placer County Daycares

Placer County Doctors

Roseville Fire Department

Placer County Department of Health and Human Services